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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/731,764	12/09/2003	Steven Farago	SF-3A	4282
25305	7590	12/02/2004	EXAMINER	
ISRAEL NISSENBAUM			GARCIA, GABRIEL I	
1038-56TH ST			ART UNIT	
BROOKLYN, NY 11219			PAPER NUMBER	

2624

DATE MAILED: 12/02/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

10/731,764

Applicant(s)

FARAGO, STEVEN

Examiner

Gabriel I Garcia

Art Unit

2624

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☐ Responsive to communication(s) filed on ____.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-8 is/are pending in the application.
- 4a) Of the above claim(s) ____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) ____ is/are allowed.
- 6) ☒ Claim(s) 1,3-6 and 8 is/are rejected.
- 7) ☒ Claim(s) 2 and 7 is/are objected to.
- 8) ☐ Claim(s) ____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 09 December 2003 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. ____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|---|--|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. ____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date ____ | 6) <input type="checkbox"/> Other: ____ |

Part III DETAILED ACTION.

1. This application has been examined. Claims 1-8 are pending in this application.

Claim Rejections - 35 USC § 102

2. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless -

(e) the invention was described in-

(1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent; except that an international application filed under the treaty defined in section 351(a) shall have the effect under this subsection of a national application published under section 122(b) only if the international application designating the United States was published under Article 21(2)(a) of such treaty in the English language; or

(2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that a patent shall not be deemed filed in the United States for the purposes of this subsection based on the filing of an international application filed under the treaty defined in section 351(a).

3. Claims 1, and 3-6 are rejected under 35 U.S.C. 102(e) as being anticipated by Fernando et al. (6,193,152).

With regard to claim 1, Fernando et al. teaches a printer demonstration adjunct device (see fig. 1, item 20) adapted for connection to an input interface of a printer (reads on fig. 4 item 65, which depicts how the demonstration device (10) is

interface with a printer), wherein the adjunct device comprises:

a) memory means (360 or 350) containing programmed printer demonstration images and text (i.e. col. 2, lines 37-52), with said memory means further containing text for at least one separate value added offer (i.e. Col. 3, lines 12-19); b) logic means (item 340) comprising means for causing the printer to link and printout from the memory means the demonstration images and text together with said at least one separate value added offer (e.g. col. 2, lines 37-52, col. 3, lines 12-19, col. 12, line 64 thru col. 13, 20, and claim 15).

With regard to claim 3, Fernando et al. further teaches the memory means (see claim 1 above) comprises a memory module (145) removable from the device and having interface means (see fig. 1).

With regard to claim 4, Fernando et al. further teaches the memory means is integral with the device and is variably programmable therein (see figures 1 and 2).

With regard to claim 5, Fernando et al. further teaches an interface means comprising means capable of effecting power diversion from the printer to the device for powering of the device (see figs. 2 and 4).

With regard to claim 6, Fernando et al. further teaches

the demonstration images and text and the text for at least two separate value added offers are controlled to be printed on a single sheet or on separate sheets (e.g. col. 2, lines 37-52, col. 3, lines 12-19, col. 12, line 64 thru col. 13, 20, and claim 15).

Claim Rejections - 35 USC § 103

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. Claims 1,3-6 and 8 are rejected under 35 U.S.C. 103(a) as being unpatentable over Spencer et al. (6,042,278) in view of Williams (5,926,795).

With regard to claim 1, Spencer et al. teaches a printer demonstration adjunct device (see fig. 2, item 100) adapted for connection to an input interface of a printer (reads on fig. 2, which depicts how the demonstration device is interface with a printer), wherein the adjunct device comprises: a) memory means (56) containing programmed printer demonstration images and text

(i.e. col. 2, lines 39-44), with said memory means further containing text for at least one separate value added offer (i.e. Col. 2, lines 41-44); b) logic means (items 16 and/or 52) comprising means for causing the printer to link and printout from the memory means the demonstration images and text together with said at least one separate value added offer (e.g. col. 3, lines 19-45, such as sales promotions). With regard to the added value offer comprising a redeemable coupon, Spencer et al. teaches printing added value offer such as sales promotional, but fails to explicitly indicates that the added value is a redeemable coupon. However, Williams teach that it is well known in the art to provide a printer with redeemable coupons that can be stored in a memory (e.g. col. 2, lines 26-40). Therefore, it would have been obvious to one of ordinary skill in the art to provide the demonstration system of Spencer et al. having sales promotions with additional redeemable coupons as taught by Williams because of the following reasons: 1) it will increase versatility of the demonstration system of Spencer et al., allowing the printed sales promotions to have additional redeemable coupons for costumers to use in future purchases; and 2) allowing the printer of Spencer et al. to dispense redeemable coupons to encourage user(s) to purchase the printer having the demonstration.

With regard to claim 3, Spencer et al. further teaches the memory means (56) comprises a memory module (54) removable (reads on the ability to delete the different memory pages shown in fig. 3) from the device and having interface means (reads on the control box input means to interface with the printer control as depicted in fig. 3).

With regard to claim 4, Spencer et al. further teaches the memory means is integral with the device and is variably programmable therein (see figures 2 and 3).

With regard to claim 5, Spencer et al. further teaches an interface means comprising means capable of effecting power diversion from the printer to the device for powering of the device (see col. 1, lines 51-63 and depicted in fig. 1).

With regard to claim 6, Spencer et al. further teaches the demonstration images and text and the text for at least two separate value added offers are controlled to be printed on a single sheet or on separate sheets (col. 2).

With regard to claim 8, Spencer et al. further teaches the device comprising activation control means for said printer for the printing of the demonstration text and images, with said activation control means comprising a pull down lever (see fig. 1, the lever reads on the items 22-26).

6. Claim 8 is rejected under 35 U.S.C. 103(a) as being unpatentable over Fernando et al. (6,193,152) as applied to claim 1 above, and further in view of Spencer et al. (6,,042,278). With regard to claim 8, Fernando et al. further teaches the device comprising activation control means for said printer for the printing of the demonstration text and images (e.g. col. 2, lines 28-52). Fernando et al. fails to teach the activation control means comprising a pull down lever. Spencer et al. (In the same field of endeavor) further teaches the device comprising activation control means for said printer for the printing of the demonstration text and images, with said activation control means comprising a pull down lever (see fig. 1, the lever reads on the items 22-26). Therefore, it would have been obvious to one of ordinary skill in the art to provide the system of Fernando et al. with the activation control means comprising a pull down lever as taught by Spencer et al. because of the following reason(s): a) allow the system of Fernando et al. to easily turn the device into an advertisement device by simply turning a lever.

Conclusion

7. Claims 2 and 7 are being allowed over the prior art of record. The prior art of record such as Spencer et al. or

Fernando et al. does not teach the means for causing the printer to link and printout from the memory means as described in claim 2.

8. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

Mackintosh et al. (6,317,784) teaches a presenting supplemental information for material currently and previously broadcast by a radio station.

Fuller et al. (6,216,112) teaches a method for software distribution and compensation with replenishable advertisements.

Delapa et al. (6,076,068) teaches a coupon delivery system.

Gottlich et al. (6,024,288) teaches a promotion including an IC card memory for obtaining and tracking a plurality of transactions.

Fite et al. (5,557,721) teaches an apparatus for displaying screens and coupons.

Miller et al. (5,550,985) teaches an special purpose computer for demonstrating peripheral devices.

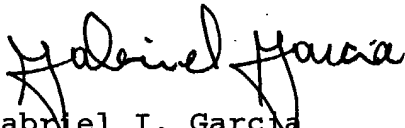
Von Kohorn (5,368,129) teaches a retail facility with couponing.

Wright et al. (4,900,904) teaches an automated transaction system with insertable cards for downloading rate or program data.

9. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Gabriel I. Garcia whose telephone number is (703) 305-8751. The examiner can normally be reached Monday thru Thursday from 7:30AM-6:00PM.

Any inquiry of a general nature or relating to the status of this application should be directed to the Group receptionist whose telephone number is (703) 306-0377.

GABRIEL GARCIA
PRIMARY EXAMINER



Gabriel I. Garcia
Primary Examiner
November 22, 2004